



# Joint News Release

**For Immediate Release**

Friday, June 18, 2004

## **Brooks and Johnson to Convene First-ever Monroe County - Rochester Workforce Summit** *Collaborative forum will be held June 24<sup>th</sup> at Convention Center*

Monroe County Executive **Maggie Brooks** and Rochester Mayor **William A. Johnson, Jr.** will convene the first-ever Monroe County - Rochester Workforce Summit on Thursday, June 24, 2004 from 8 a.m. - 2 p.m. at the Rochester Riverside Convention Center. The theme of the summit is: **"Preparing a Workforce for the New Economy."** RochesterWorks! will host the event.

Leaders from business, government, academic and community organizations will participate in the summit, which represents the beginning of a new collaboration to meet Rochester's future workforce needs. This forum will set the stage for strategic planning that will align the region's economic development goals and workforce investments.

County Executive Brooks, Mayor Johnson and Martin Birmingham, Chair of the Workforce Investment Board (WIB), which oversees RochesterWorks!, will open the Summit with a call to action.

### **Discussion Will Cover**

- Results of a new comprehensive labor market analysis on our region, conducted by the Wadley-Donovan Group of Edison, NJ;
- Analysis of the state of the workforce in Monroe County and how it relates to local, national and global economic trends and demographics;
- Outcomes of the recent employer survey conducted by Rochester Business Alliance, Greater Rochester Enterprise and RochesterWorks!;
- Recommendations on how to prepare our workforce for the new economy;
- How to identify and meet the skill needs of our workplace.

*"Our local economy is diversifying. While manufacturing remains a mainstay of our community, our region has positioned itself as a national -- and international -- leader in emerging high-tech industries," said **County Executive Brooks**. "We have one of the most productive workforces in the nation -- and our effective link between business and academia makes us stand out among other major cities. This collaborative Summit will help us identify the challenges we face and, most important, the opportunities we have to build up our workforce to meet the needs of area employers and the changing economy."*

*"RochesterWorks! and the Wadley-Donovan Group Labor Market Assessment report are invaluable resources to us in our efforts to confront the complex and changing issues facing today's workforce," said **Mayor Johnson**. "Together with the City's goals for economic vitality as put forth in the Rochester 2010 Renaissance Plan, we are building the foundation for a brighter future for our community."*

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**Marty Birmingham, Chair, Workforce Investment Board** and President of the Rochester region for Bank of America, added, “*The Summit will be an opportunity to begin a dialogue about the future of Rochester based on our workforce, skills and demographics – and to begin using that information to contribute to our economic growth. We will review the ‘state of the workforce’ and then discuss how we prepare a workforce for the new economy.*”

“*Following the presentations, we will ask participants for one key action item for the coming year, and also one long-term goal that we will be able to report back on,*” said **Matthew Hurlbutt, RochesterWorks! Executive Director**. “*We also anticipate creating action teams as a result of the meeting.*”

#### **Workforce Summit Agenda**

8:00 to 8:30 a.m.      **Networking**

8:30 to 9:00 a.m.      **Welcome & Call to Action**

*Maggie Brooks, Monroe County Executive*

*William A. Johnson Jr., Mayor, City of Rochester*

*Marty Birmingham, Chair, Workforce Investment Board and Bank of America  
Regional President*

9:00 to 10:00 a.m.      **Presentation of Labor Market Analysis**

*Bill Frederick, Wadley-Donovan Group, Edison, New Jersey*

The firm recently completed a labor market assessment of the six-county Greater Rochester region, including labor availability, quality and cost. It will present statistical profiles comparing the region, the six counties, the state, nation and 21 other metro areas.

10:10 to 12:00 noon      **The Importance of Workforce in Economic Development**

*Steve Gunderson, Former Congressman, Senior Consultant and  
Managing Director, The Greystone Group*

Noon to 1:00 p.m.      **Lunch - Panel Discussion with Business Leaders**

*Facilitated by Steve Gunderson, a national expert on workforce  
development issues.*

1:00 to 1:30 p.m.      **Wrap Up – Identify Key Action Item and Long-term Goal for  
Rochester/Monroe County Workforce Investment Board follow-up**

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**About RochesterWorks!:** RochesterWorks!, part of the Workforce New York network, is dedicated to helping Monroe County develop a strong workforce. RochesterWorks! helps job seekers find jobs, move to higher paying jobs or get training to improve skills. RochesterWorks! assists businesses with recruitment, assessment, placement and training, and connects them to all federally funded employment and training programs in Monroe County. RochesterWorks! has helped attract millions of dollars in funding to support Monroe County companies and organizations. Services are free of charge and available at three convenient locations, 34 St. Paul Street and 276 Waring Road in Rochester and 3545 Buffalo Road in Gates.

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#### ***Media Inquiries, please contact:***

Matthew Hurlbutt, RochesterWorks! at (585) 258-3534